

### ABSTRACT

A thermal pressure die for pressing and heating a trim cover assembly for automotive seat into a desired uneven configuration, the trim cover assembly having a decoratively finished outer surface with aesthetic solid or projecting decorative patterns defined thereon. A protection element of elastic and heat insulation property is provided on an uneven die surface of the die which is to be brought into pressing contact with such decoratively finished outer surface of trim cover assembly. Hence, the solid or projecting decorative patterns on the trim cover assembly outer surface are protected by the protection element against any deformation due to pressure and heating generated in the thermal pressure die.